

IN THE CLAIMS:

The following listing of claims will replace all prior versions, and listings, of the claims in the application:

1-61. (Cancelled)

62. (Currently amended) A Web host connected to a wide area network (WAN), comprising:

a Web server adapted to communicate with a plurality of network devices via said WAN;

a memory device connected to said Web server and adapted to store a plurality of advertisements; and

sing application, wherein said advertising application provides

nitting a sender to submit communication data to said Web host and identify at least one recipient of said communication data;

automatically selecting at least one advertisement from said plurality of advertisements;

inserting said at least one advertisement into a personal electronic communication, wherein said personal electronic communication comprises an e-mail message;

sending said personal electronic communication to said at least one recipient via said WAN; and

compensating said sender by providing said sender with a free service in exchange for allowing said Web host to send said personal electronic communication, including said at least one advertisement, to said at least one recipient.

AF amendment  
APPROVED for e

jdc  
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/Jeffrey D. Carlson/